SONY

Recording Media & Batteries **2009**

Our media is your memory.®

Contents

USB Flash Drives 2
CompactFlash® Media 3
Memory Stick® Media 4
Chargers & Ni-MH Rechargeable Batteries. 8
Primary Batteries. 10
Blu-ray Disc™ Media 12
DVD Media 14
CD Media 15
DVD Camcorder Media 16
Camcorder Tape 18
VHS and Audio Media 20

The deepest roots

For over 50 years, Sony Electronics has simultaneously developed hardware and recording media, designed together so they work together. This hardware/media synergy has helped make Sony the world's #1 recording media company.

The greenest thinking

Our Global Environmental Management System (GEMS) includes initiatives more stringent than many governments require. Providing free recycling of our products through a national take back program, switching to recyclable plastics and configuring products to use less plastic are just a few of the ways Sony is helping to provide a more sustainable environment for generations to come.

The strongest brand

Consumers aspire to own Sony products. We've been number one in The Harris Poll® of best brands for nine of the last twelve years.* And in 2008, we've made the Sony brand even stronger with our evolutionary "Rays of Color" packaging design. The new look is cleaner, simpler, and stronger. Now more than ever, Our media is your memory®.

High Definition. It's in our DNA.

From the world of movies and television to the HD products you use at home, our deep understanding of high definition allows us to bring you truly unmatched HD experiences. From shooting to recording to editing to watching, discover an impressive line-up of Sony high-definition products.

*The Harris Poll® #71, July 17, 2007

USB Flash Drives

Our Micro Vault® Click USB flash drive embodies our knack for innovation. If you can use a ballpoint pen, you already know how to use Micro Vault Click. Micro Vault Tiny offers a fun, ultra-compact design.

Micro Vault® Click USB Flash Drive

- Click it to extend the USB connector
- Enhanced for Windows® ReadyBoost™ to speed up your Windows Vista® system
- Illuminated Prism LED shows when it's in use
- Pre-loaded with data compression software for up to three times[2] the storage capacity
- Capacities range from 2GB to 16GB[1]

Micro Vault Tiny™ USB Flash Drive

- Fun, ultra-compact design with capacities ranging from 2GB to 8GB[1]
- Enhanced for Windows® ReadyBoost™ to speed up your Windows Vista® system
- Versatile, clip-on carry case included
- Pre-loaded with data compression software for up to three times[2] the storage capacity

CompactFlash® Media

High Speed media designed for DSLR cameras

- Ideal for Sony® α (alpha) camera and other DSLR cameras
- Available in 133X and 300X speeds
- Capacities range from 4GB to 16GB[1]

[1] 1GB = 1 billion bytes. A portion of the memory is used for device management functions and therefore usable storage capacity will be less.
[2] 3 times as much data is an average based on actual tests performed by Sony on a sample of 14 files of various types. Already compressed files may not be able to be further compressed.

USB Flash Drives

Model Number	Model Description	UPC
Micro Vault® Click		
*USM2GL	2GB Micro Vault Click	0-27242-73710-5
*USM4GL	4GB Micro Vault Click	0-27242-73712-9
*USM8GL	8GB Micro Vault Click	0-27242-73714-3
USM16GL	16GB Micro Vault Click	0-27242-73716-7
Micro Vault Tiny™		
USM2GH	2GB Micro Vault Tiny	0-27242-69526-9
USM4GH	4GB Micro Vault Tiny	0-27242-71304-8
USM8GH	8GB Micro Vault Tiny	0-27242-73220-9

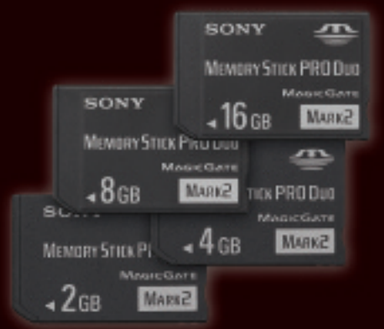
CompactFlash® Media

133x		
*NCFC4G/T	4GB Compact Flash, 133X Speed	0-27242-71360-4
*NCFC8G/T	8GB Compact Flash, 133X Speed	0-27242-71360-4
300x		
NCFD4G/T	4GB Compact Flash, 300X Speed	0-27242-72420-4
NCFD8G/T	8GB Compact Flash, 300X Speed	0-27242-72422-8
NCFD16G	16GB Compact Flash, 300X Speed	0-27242-74698-5

*High Velocity SKU

Memory Stick® Media

Sony® Memory Stick media provides a convenient way to back up and store digital videos and still images. Available in a wide range of sizes – from 128MB to an incredible 16GB[1] – there's a Memory Stick media model to fit nearly any digital storage need and they all feature File Rescue Service[2] for accidentally erased images and movies.



Memory Stick PRO Duo™ Media

- Memory Stick PRO Duo Mark2 media is certified to be used with AVCHD™ recording (1920 x 1080)
- Compatible in standard Memory Stick Duo media slots with adaptor (MSAC-M2) sold separately
- Available in capacities ranging from 2GB to 16GB[1]

Memory Stick Entertainment Packs

- Includes Memory Sick PRO Duo™ media
- Consumers can choose to transfer one of four exciting full-length movies to watch on their PSP® system or PLAYSTATION®3
- Great added value on specially marked packs of 2GB and 4GB[1] Memory Stick PRO Duo packs

[1] A portion of the memory is used for data management functions and therefore usable storage capacity will be less.
[2] See http://www.sony.net/memorystick/supporte for details and limitations.
[3] PSP is required to transfer movie to PLAYSTATION3.

Memory Stick® Media

Model Number	Model Description	UPC
Memory Stick Duo Media		
MSHM128A	128MB Memory Stick Duo™ Media	0-27242-61999-9
Memory Stick PRO Duo™ Media		
*MSMT2G	2GB (usable capacity 1.85GB) MS PRO Duo (Mark2) Media	0-27242-73619-1
*MSMT4G	4GB (usable capacity 3.66GB) MS PRO Duo (Mark2) Media	0-27242-73620-7
MSMT8G//K	8GB (usable capacity 7.35GB) MS PRO Duo (Mark2) Media	0-27242-73621-4
MSMT16G	16GB (usable capacity 14.9GB) MS PRO Duo (Mark2) Media	0-27242-71313-0
Memory Stick Entertainment Packs		
MSMT2GEP4	2GB (usable capacity 1.85GB) Memory Stick Entertainment Pack	0-27242-24806-9
MSMT4GEP4	4GB (usable capacity 3.66GB) Memory Stick Entertainment Pack	0-27242-24807-6

*High Velocity SKU

Memory Stick Adaptors

Memory Stick PRO-HG Duo™ *HX*

- 20MB/second read speed for high speed[4] transfer which is ideal for large capacity files
- USB adaptor supplied allows ease of transfer to a wide range of computers
- Available in capacities ranging from 4GB to 16GB[1]

Memory Stick Micro™ (M2™) Media

- Suitable for compatible Sony Ericsson phones
- Includes M2 USB adaptor for ease and convenience of sharing and transferring content.
- Available in capacities ranging from 2GB to 16GB[1]

Memory Stick Duo ExpressCard® Adaptor

MSAC-EX1

- Offers transfer speeds[4] up to 30MB per second with Memory Stick PRO-HG media
- Supports Memory Stick PRO-HG Duo, Memory Stick PRO Duo, Memory Stick Duo and Memory Stick Micro (M2)[2] media
- Fits into PC's ExpressCard slot

Memory Stick Micro™ Adaptor Kit

MSAC-MMDS

- Enables Memory Stick Micro media to be used in devices with Memory Stick Duo or Memory Stick PRO Duo media slots
- Kit includes one Memory Stick full-size adaptor (MSAC-MMS) and one Memory Stick PRO Duo™ size adaptor (MSAC-MMD)

Memory Stick® USB Reader/ Writer

MSAC-US40

- Quickly transfers images, sounds, data and text to a PC at speeds up to 80Mbps[3]
- Compatible with Memory Stick media
- USB cable included

Memory Stick Duo™ Adaptor

MSAC-M2

- Memory Stick Duo Adaptor for Memory Stick Duo and Memory Stick PRO Duo™ media
- Allows Memory Stick Duo and Memory Stick PRO Duo media to be used in standard Memory Stick media slots

[1] A portion of the memory is used for data management functions and therefore usable storage capacity will be less.
[2] With MSAC-MMD adaptor (sold separately)
[3] Using Memory Stick PRO-HG Duo media
[4] Memory Stick transfer speeds vary and are dependent upon host hardware devices.

Memory Stick® Media

Model Number	Model Description	UPC
Memory Stick PRO-HG *HX* Media		
*MSHX4G	4GB (usable capacity 3.66GB) MS PRO-HG DUO *HX*	0-27242-74647-3
*MSHX8G	8GB (usable capacity 7.35GB) MS PRO-HG DUO *HX*	0-27242-74648-0
*MSHX16G	16GB (usable capacity 14.9GB) MS PRO-HG DUO *HX*	0-27242-74649-7
Memory Stick Micro™ (M2™) Media		
*MSA2GU2	Memory Stick Micro (M2) 2GB (usable capacity 1.85GB) with USB Adaptor	0-27242-73668-9
*MSA4GU2	Memory Stick Micro (M2) 4GB (usable capacity 3.66GB) with USB Adaptor	0-27242-73669-6
MSA8GU2	Memory Stick Micro (M2) 8GB (usable capacity 7.35GB) with USB Adaptor	0-27242-73457-9
MSA16GU2	Memory Stick Micro (M2) 16GB (usable capacity 14.9GB) with USB Adaptor	0-27242-75150-7
Memory Stick Adaptors		
MSAC-EX1	MS Duo ExpressCard Adaptor	0-27242-71725-1
MSAC-MMDS	M2 Duo Adaptor + M2 FS Adaptor KIT	0-27242-70056-7
MSAC-US40	MS Reader/Writer to USB + MG (Standard/PRO/DUO)	0-27242-67085-3
MSAC-M2	MS Duo Adaptor for MS standard slot	0-27242-62032-2

*High Velocity SKU

Chargers & Rechargeable Batteries

Sony's CycleEnergy chargers and Ni-MH rechargeable batteries offer a powerful alternative to regular alkaline batteries.

CycleEnergy® Blue

Pre-Charged Rechargeable Batteries and Chargers

- Provide long-lasting power and repeat performance
- Require no initial charging
- Have a very low self-discharge rate, maintain 75% of their charge after 1 year[1]
- Rechargeable up to 1,000 times[2]
- Longer lasting and therefore better for the environment

CycleEnergy® Green

High Power Rechargeable Batteries and Chargers

Sony's advanced Ni-MH batteries and chargers offer outstanding performance and power to get the most out of electronic devices.

- Ni-MH batteries last up to four times longer than alkaline providing longer and better play
- Ideal for use in all compatible digital devices, including MP3 players, digital cameras and video cameras

CycleEnergy Green Product Line

Compact Charger | Power Charger | LCD Refresh Charger

CycleEnergy Blue Product Line

Compact Charger | Power Charger | Quick Refresh Charger

Benefits of CycleEnergy Blue Technology

Pre-charged and Ready To Use

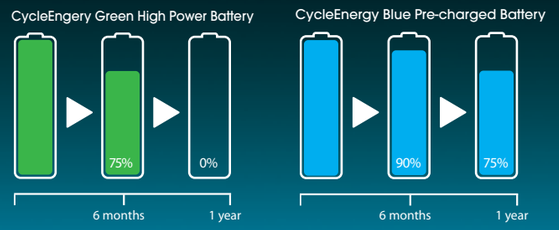
Sony's Ni-MH batteries require no initial charge; that means they're ready to go... just unpack and play!

1,000 Times Rechargeable[2]

Sony's unparalleled rechargeable battery technology allows you to shoot many more pictures[†] and listen to countless playlists... without having to buy new batteries as often.

[†] Compared to alkaline

Low Self Discharge



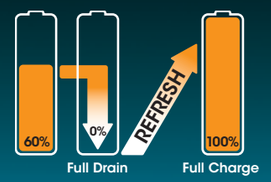
[1] After fully charged and stored at room temperature 68°F (20°C)
[2] Based on IEC 61951-2 Standards

Benefits of CycleEnergy Green Lineup

High Power Performance
DSC Performance Comparison

Over 5X performance compared to Alkaline
*Photos per charge may vary based on settings and conditions

Refresh Function



Eliminates the memory effect and extends the life of the battery. The refresh button drains the battery down so it charges from a complete drain, which is better for duration of the battery. Otherwise, if the battery is only drained halfway when recharged, over time it will only recharge halfway. Refresh function available on BCG34HRMF4 and BCG34HRE4K charger models.

Chargers & Ni-MH Rechargeable Batteries

Model Number	Model Description	UPC
CycleEnergy Blue Ni-MH Chargers & Pre-charged Rechargeables		
*BCG34HS2K	Compact Charger w/ 2-CycleEnergy AA	0-08562-01064-2
*BCG34HLD4K	Power Charger w/ 4-CycleEnergy AA	0-08562-01025-3
BCG34HRE4K	Quick Refresh Charger w/ 4-CycleEnergy AA	0-08562-01050-5
*NHAAB4K	CycleEnergy AA 4pk 2000 mAh	0-08562-01013-0
NHAAB2K	CycleEnergy AA 2pk 2000 mAh	0-08562-01010-9
NHAAAB4K	CycleEnergy AAA 4pk 800 mAh	0-08562-01019-2
NHAAAB2K	CycleEnergy AAA 2pk 800 mAh	0-08562-01016-1
CycleEnergy Green Ni-MH Chargers & High Power Rechargables		
BCG34HS2E	Compact Charger w/ 2-2500 mAh AA	0-08562-01066-6
*BCG34HLD4E	Power Charger w/ 4-2500 mAh AA	0-08562-00579-2
BCG34HRMF4	LCD Charger Refresh w/ 4-2700 mAh AA	0-08562-00611-9
*NHAAB4E	Ni-MH AA 4pk 2500 mAh	0-08562-00836-6
NHAAB2E	Ni-MH AA 2pk 2500 mAh	0-08562-00615-7
NHAAAB4E	Ni-MH AAA 4pk 900 mAh	0-08562-00842-7
NHAAAB2E	Ni-MH AAA 2pk 900 mAh	0-08562-00595-2

*High Velocity SKU

Primary Batteries

Stamina Platinum® Alkaline Battery

Sony's Stamina Platinum line of alkaline batteries answers the need for a long lasting power source with superior performance.

- Provide high density and precision technology for extra power
- Incorporate innovative blister design for greater shelf impact and rotation
- Ideal for use in compatible high drain digital devices

Zinc Air Battery

Sony's zinc air batteries provide an excellent balance between running time and performance.

- Stable high voltage ensures a continuous sound output and prevention of interferences caused by low temperatures or overly noisy environments
- Ideal for use in compatible hearing aids and digital headphones

Coin Battery

Sony's coin batteries provide an excellent combination of high energy and continuous voltage supply.

- Provide ideal temperature resistance and superior storage capacity
- Designed to provide optimal performance throughout the life of the battery
- Lineup offers three types of coin batteries for use in compatible wristwatches, small remotes, electronic devices, games, toys, thermometers and cameras

Merchandising Options

See your Sony account manager for details.

Primary Batteries

Model Number	Model Description	UPC
Stamina Platinum Alkaline		
AM1PTB2A	Alkaline D 2pk.	0-08562-00026-1
AM2PTB2A	Alkaline C 2pk.	0-08560-00027-8
AM3PTB2A	Alkaline AA 2pk.	0-08562-00037-7
*AM3PTB4A	Alkaline AA 4pk.	0-08562-00028-5
AM3PTB8A	Alkaline AA 8pk.	0-08562-00056-8
AM3PTB12A	Alkaline AA 12pk.	0-08562-00566-2
AM4PTB2A	Alkaline AAA 2pk.	0-08562-00029-2
*AM4PTB4A	Alkaline AAA 4pk.	0-08562-00057-5
AM4PTB8A	Alkaline AAA 8pk.	0-08562-00567-9
6AM6PTB1A	Alkaline 9V Single pk.	0-08562-00030-8
Lithium Photo		
CR123AB1A	Lithium Photo 3 Volt	0-08562-00705-5
CR2B1A	Lithium Photo 3 Volt	0-08562-00711-6
Lithium Coin Single Pack		
CR1216B1A	CR 1216, Lithium Coin	0-08562-00798-7
CR1616B1A	CR 1616, Lithium Coin	0-08562-00804-5
CR2016B1A	CR 2016, Lithium Coin	0-08562-00810-6
CR2025B1A	CR 2025, Lithium Coin	0-08562-00813-7
CR2032B1A	CR 2032, Lithium Coin	0-08562-00816-8
Zinc Air		
PR10D6A	PR10, 6 PCS Dial Pack w/Blister Card	0-08562-00621-8
PR13D6A	PR13, 6 PCS Dial Pack w/Blister Card	0-08562-00622-5
PR312D6A	PR312, 6 PCS Dial Pack w/Blister Card	0-08562-00623-2
PR675D6A	PR675, 6 PCS Dial Pack w/Blister Card	0-08562-00624-9

*High Velocity SKU

Blu-ray Disc™ Media

Nobody does Blu like we do. Sony launched the world's first Blu-ray Disc recorder and first Blu-ray Disc media.

AccuCORE® Blu-ray Disc Media

A breakthrough in data storage and personal high definition recording, brought to you by Sony.

- Incredible capacity thanks to blue laser technology; space for high definition video recording, massive hard disk drive backups and large multi-media files.
- Choice of single and dual layer. You get up to 50GB[1] of storage capacity – ten times more than a DVD. Burn up to four hours of HD video.[2]

Ideal for

Full HD 1080

- Features Sony AccuCORE® technology providing exceptional **Accu**racy, **CO**mpatibility and **RE**liability.
  - Scratch Guard for high durability
  - Archival Reliability for long-term storage
  - Stable Writing for maximum speed
  - Temperature Durability to help withstand severe temperature changes
  - Overwriting Reliability for many rewrite cycles (RE only)

[1] 1GB = 1 billion bytes
[2] 24Mbps transfer rate

Blu-ray Disc and CD Media

Model Number	Model Description	UPC
	Blu-ray Disc Media	
BNR25R3H	Single Layer 25GB Recordable 6X	0-27242-68938-1
BNE25RH	Single Layer 25GB Rewritable 2X	0-27242-68935-0
BNR50RH	Double Layer 50GB Recordable 2X	0-27242-69944-1
BNE50RH	Double Layer 50GB Rewritable 2X	0-27242-69941-0
50BNR25AP6	Single Layer 25GB 50 Pack- Spindle, Recordable 6X & Ink-jet Printable	0-27242-76206-0
	CD Media For more on CD, see page 15.	
CD-R Data		
CDQ80R	Single Pack in Standard Jewel Case	0-27242-60917-4
5CDQ80RH	5-Pack in Slim Jewel Cases with Tab	0-27242-62738-3
10CDQ80R	10-Pack in Slim Jewel Cases	0-27242-58216-3
20CDQ80RX	20-Pack Color Discs with Slim Jewels	0-27242-60431-5
25CDQ80RSP	25-Pack Spindle	0-27242-68949-7
30CDQ80R	30-Pack Slim Jewel Cases	0-27242-58746-5
*30CDQ80RSX	30-Pack Spindle of Color Discs	0-27242-60433-9
*50CDQ80RS	50-Pack Spindle	0-27242-61018-7
100CDQ80RS	100-Pack Spindle	0-27242-60435-3
50CDQRQP	1/4 Pallet of 50-spindles CD-R Data	0-27242-24145-9
100CDQRQP	1/4 Pallet of 100-spindles CD-R Data	0-27242-24166-4
Recordable Mini CD-R Data		
50CDQ22RS	50-Pack Spindle	0-27242-22324-0
10CDQ22L1//T	10 Piece Jewel Mini CD-R (8cm/80mm)	0-27242-60437-7
CD-RW Data		
CDRW700R	Single Pack in Standard Jewel Case	0-27242-52742-3
10CDRW700R	10-Pack in Slim Jewel Cases	0-27242-22159-8
25CDRW700RS	25-Pack Spindle	0-27242-58790-8
CDRW700HR	High Speed Single Disc in Std. Jewel Case	0-27242-57421-2
5CDRW700HRH	High Speed 5-Pk in Slim Jewel Cases with Tab	0-27242-22290-8
CD-R Music		
5CRM80RH	5-Pack in Slim Jewels with Tab	0-27242-58144-9
10CRM80R	10-Pack in Slim Jewels	0-27242-58146-3
15CRM80RX	15-Pack Color Discs with Slim Jewels	0-27242-60858-0
20CRM80RX	20-Pack Color Discs with Slim Jewels	0-27242-62744-4
25CRM80RX	25-Pack Color Discs with Slim Jewels	0-27242-60500-8
*30CRM80RS	30-Pack Spindle	0-27242-58749-6
50CRM80RS	50-Pack Spindle	0-27242-62747-5
100CRM80RS	100-Pack Spindle	0-27242-71308-6

*High Velocity SKU

AccuCORE

DVD and CD Media

We know optical to the core. As a co-developer of Compact Disc and the DVD, Sony has what it takes to create media of unsurpassed quality.

AccuCORE® DVD Media

Sony extends the benefits of AccuCORE technology to our broadest line of DVD media ever!

- Double layer DVD+R for almost twice the capacity, 8.5GB[1] on a single disc.
- Printable +R and -R discs for professional-looking results from inkjet printers.
- Sony AccuCORE technology for the ultimate in recording performance - **Accu**racy, **CO**mpatibility, and **RE**liability.[2]
  - Wide compatibility with drives and recorder speeds
  - Archival reliability for long-term storage
  - Stable writing at maximum speed
  - Fast addressing for high-speed dubbing and time-shift playback
  - Temperature adaptability helps to accommodate temperature changes

[1] 1GB = 1 billion bytes
[2] Features vary by format

CD Media

For data exchange, archival backup and MP3 recording, from the world's experts in Compact Disc technology.

- Printable discs for professional-looking results from inkjet printers.
- 700MB/80-minute CD-R is ideal for demo music mastering.
- 700MB CD-RW for archiving, backing up and data distribution.

Recordable 12cm DVD Media

(See page 13 for CD models.)

Model Number	Model Description	UPC
DVD-R 16X		
DMR47R4	Single Pack in Standard Jewel Case	0-27242-66526-2
10DMR47R4	10-Pack in Slim Jewel Cases	0-27242-62117-6
15DMR47RS4	15-Pack Spindle	0-27242-69341-8
20DMR47RX4	20-Pack Color Discs - Slim Color Jewels	0-27242-66127-1
25DMR47RS4	25-Pack Spindle	0-27242-64643-8
30DMR47RS4	30-Pack Spindle	0-27242-71504-2
*50DMR47RS4	50-Pack Spindle	0-27242-64299-7
100DMR47RS4	100-Pack Spindle	0-27242-66122-6
100DMR47RS4/C	100-Pack Spindle in Trays	0-27242-66122-6
25DMR47RSP4	25-Pack Spindle - Inkjet Printable	0-27242-69215-2
50DMRDPRRQP	1/4 Pallet of 50-spindles DMR & DPR	0-27242-24146-6
100DMRDPRRQP	1/4 Pallet of 100-spindles DMR & DPR	0-27242-24167-1
DVD+R 16X		
DPR47R4	Single Pack in Standard Jewel Case	0-27242-66531-6
10DPR47R4	10-Pack in Slim Jewel Cases	0-27242-62115-2
15DPR47RS4	15-Pack Spindle	0-27242-69343-2
20DPR47RX4	20-Pack Color Discs - Slim Color Jewels	0-27242-66124-0
25DPR47RS4	25-Pack Spindle	0-27242-64647-6
25DPR47RSP4	25-Pack Spindle - Inkjet Printable	0-27242-69217-6
30DPR47RS4	30-Pack Spindle	0-27242-69489-7
*50DPR47RS4	50-Pack Spindle	0-27242-64301-7
100DPR47RS4	100-Pack Spindle	0-27242-66120-2
100DPR47RS4/C	100-Pack Spindle in Trays	0-27242-66120-2
DVD+R DL 2.4X		
DPR85R1	Single Pack in Standard Jewel Case	0-27242-66326-8
2DPR85R1H	2-Pack Standard Jewels with Hangtab	0-27242-66329-9
10DPR85RS1H	10-Pack Spindle with Hangtab	0-27242-70369-8
25DPR85RS1	25-Pack Spindle	0-27242-70320-9
DVD-RW 2X		
DMW47R2	Single Pack in Standard Jewel Case	0-27242-59550-7
5DMW47R2H	5-Pack in Slim Jewel Cases with Tab	0-27242-61939-5
*10DMW47R2	10-Pack in Slim Jewel Cases	0-27242-61937-1
25DMW47RS2	25-Pack Spindle	0-27242-65363-4
50DMW47RS2/C	2 25-spindles in Trays	0-27242-23628-8
DVD+RW 4X		
DPW47R2	Single Pack in Standard Jewel Case	0-27242-59880-5
2DPW47R2H	2-Pack Standard Jewels with Hangtab	0-27242-22318-9
5DPW47R2H	5-Pack in Slim Jewel Cases with Tab	0-27242-61935-7
*10DPW47R2	10-Pack in Slim Jewel Cases	0-27242-61933-3
25DPW47RS2	25-Pack Spindle	0-27242-65380-1
50DPW47RS2/C	2 25-Spindles in Trays	0-27242-23627-1
50DPW47RS2	50-Pack Spindle (was 2 25s)	0-27242-23627-1

*High Velocity SKU

DVD Camcorder Media

On the road or on the trail, the perfect match for Sony DVD Handycam® camcorders is Sony AccuCORE® media – 100 times more scratch resistant than conventional DVDs.

- AccuCORE® technology provides 100x more scratch resistance than standard discs for ideal video protection. This technology also fights static, repels stains and fingerprints and delivers archival reliability.
- The 8cm DVD line-up includes -R, -RW and +RW formats in both single and double-sided versions, and +R double layer format.

Color Discs
- 4 vibrant colors for easy organization

DVD-R

Single Sided
- 30-minute recording length in SP mode
- 1.4GB[1] capacity

Double Sided
- 60-minute recording length in SP mode (30 minutes per side)
- 2.8GB[1] capacity

Inkjet Printable
- Fun new way to customize memories and organize recordings

Spindle and Value Packs
- Offer a cost-effective solution to the video enthusiast
- Available in –R, -RW and +RW formats (spindle only)

Ideal for

Full HD 1080

DVD+R DL

DVD+R Double Layer
- Double layer, single-sided disc provides up to 55 minutes of recording in SP mode
- 2.6GB[1] capacity
- Ideal for HD recording in the AVCHD™ format[4]
- Compatible with all 2008 Sony DVD Handycam® camcorders for SD recording

DVD RW Formats

With all of the different optical formats on the market today, choosing the right format can be confusing!

Here's a quick guide about rewritable discs.

	-RW	+RW
Compatibility[2]	Widely supported by hardware manufacturers	Supported by most hardware manufacturers
Single Sided	• Records up to 30min • Holds 1.4GB[1]	• Records up to 30min • Holds 1.4GB[1] • Does not need finalization[3]
Double Sided	• Records up to 60min (30 minutes per side) • Holds 2.8GB[1]	• Records up to 60min (30 minutes per side) • Holds 2.8GB[1] • Does not need finalization[3]

DVD Camcorder Media

Model Number	Model Description	UPC
8cm DVD-R 30 and 60 min		
DMR30R1H	Single, Clear Tab	0-27242-62188-6
3DMR30R1H	3-Pack, Clear Tab	0-27242-22625-8
DMR30R1/3	3-Pack Skincard	0-27242-22755-2
DMR30R1/5	5-Pack Skincard	0-27242-23632-5
*5DMR30R1H	5-Pack Clear Tab	0-27242-66482-1
DMR30RP1/5	5-Pack Inkjet Printable	0-27242-24257-9
DMR30R1/8	8-Pack Blister	0-27242-23453-6
DMR30R1X/8	8-Pack Color Blister	0-27242-23448-2
10DMR30RS1H	10-Pack Spindle Skincard	0-27242-24219-7
10DMR30R1H/VP	10-Pack Spindle Value Pack	0-27242-24798-7
DMR60DSR1H	1-Pack Double Sided, Clear Tab	0-27242-63004-8
3DMR60DSR1H	3-Pack Double Sided, Clear Tab	0-27242-69286-2
8cm DVD+R DL 55 min		
DPR55DLR1H	Single, Clear Tab	0-27242-69872-7
2DPR55DLR1H	2-Pack, Clear Tab	0-27242-23717-9
3DPR55DLR1H	3-Pack, Clear Tab	0-27242-23611-0
8cm DVD-RW 30 and 60 min		
DMW30R2H	Single, Clear Tab	0-27242-62185-5
DMW30R2/2	2-Pack Skincard	0-27242-22756-9
*3DMW30R2H	3-Pack, Clear Tab	0-27242-22626-5
DMW30R2/3	3-Pack Skincard	0-27242-23893-0
DMW30R2/4	4-Pack Skincard	0-27242-23631-8
5DMW30R2H	5-Pack, Clear Tab	0-27242-69284-8
10DMW30RS2H	10-Pack Spindle Skincard	0-27242-24220-3
DMW60DSR2H	1-Pack Double Sided, Clear Tab	0-27242-63007-9
8cm DVD+RW 30 and 60 min		
DPW30R2H	Single, Clear Tab	0-27242-66644-3
DPW30R2/2	2-Pack Skincard	0-27242-22895-5
*3DPW30R2H	3-Pack, Clear Tab	0-27242-66650-4
DPW30R2/3	3-Pack Skincard	0-27242-23892-3
DPW30R2/4	4-Pack Skincard	0-27242-23630-1
5DPW30R2H	5-Pack, Clear Tab	0-27242-69288-6
10DPW30RS2H	10-Pack Spindle Skincard	0-27242-24221-0
DPW60DSR2H	1-Pack Double Sided, Clear Tab	0-27242-67069-3
3DPW60DSR2H	3-Pack Double Sided, Clear Tab	0-27242-23612-7

*High Velocity SKU

[1] 1GB = 1 billion bytes
[2] Check hardware manufacturer for format compatibility
[3] If recording in HD or playback in PC DVD drive is desired, finalization is required. Check the operating instructions of your hardware for specific recording times. Manual finalization is necessary depending on mode/recording time and if DVD menu feature is used on hardware device. Check your hardware device to make sure it is compatible with the +RW format.
[4] DVD media containing AVCHD footage may be played on a compatible Blu-ray Disc™ player/recorder, PC with supplied software or PLAYSTATION®3 devices.

AccuCORE

Camcorder Tape

Nobody does MiniDV like Sony, with the industry-leading Handycam® line – and the industry-leading camcorder media.[1] Sony offers a wide assortment from MiniDV to 8mm.

MiniDV

Ideal for

Full HD 1080

DVC HD

- High Definition Series is our best performing DV cassette. Ideal for full HD 1080 recording.
- Offers 75% fewer errors and 50% fewer dropouts for improved reliability and audio/video stability.[2]
- Available in 63-minute and 85-minute recording lengths.

DVC Premium

- Premium Series offers quality at an exceptional value.
- DVC Value Pack offers a convenient storage solution.

DVC Color Collection

- Color Collection is a great way to differentiate and organize recordings.

8mm

Sony's commitment to analog tape formats allows us to offer a full portfolio of camcorder media products to your customers.

[1] Nielsen, NPD 2008
[2] vs. Sony Premium tape tested on standard Sony DV VCR

Camcorder Tape

MiniDV

Model Number	Model Description	UPC
PREMIUM DVC 60 min		
3DVM60PRR	3-Pack Brick	0-27242-23263-1
5DVM60PRR	5-Pack Brick with top label	0-27242-22620-3
8DVM60PRR	8-Pack Brick with top label	0-27242-23289-1
DVM60PRR	1-Pack	0-27242-52343-2
DVM60PRRH	1-Pack with Hangtab	0-27242-22092-8
DVM60PRR/2	2-Pack with Hangtab	0-27242-22079-9
DVM60PRRX/3	3-Pack Color with Hangtab	0-27242-22326-4
*DVM60PRR/3	3-Pack with Hangtab	0-27242-24356-9
*DVM60PRRX/4	4-Pack Color with Hangtab	0-27242-24264-7
DVM60PRR/4	4-Pack with Hangtab	0-27242-22687-6
DVM60PRRX/5	5-Pack Color with Hangtab	0-27242-22618-0
DVM60PRR/6	6-Pack (slim) with Hangtab	0-27242-23377-5
DVM60PRR/5VP	Value Pack with 5 Tapes and Tray	0-27242-24799-4
PREMIUM DVC 80 min		
DVM80PRL	Single 80 min. Cassette	0-27242-58137-1
DVC HD 63 and 85 min		
DVM63HDR	Single 63 min Cassette	0-27242-66080-9
DVM63HDRH	1-Pack 63 min Blister Pack	0-27242-24265-4
DVM63HDR/2	2-Pack 63 min Blister Pack	0-27242-23149-8
3DVM63HDR	3-Pack 63 min Brick	0-27242-23887-9
DVM85HDR	Single 85 min	0-27242-69883-3

8mm

Model Number	Model Description	UPC
8mm 120 min		
P6120MPR	Single / No Tab	0-27242-40618-6
P6120MPRH	Single with Hangtab	0-27242-40618-6
*P6120MPR/2	2-Pack Hangtab	0-27242-20250-4
P6120MPR/3	3-Pack Hangtab	0-27242-20260-3
P6120MPR/4	4-Pack Hangtab	0-27242-22151-2
Hi8 120 min		
P6120HMPR	Single / No Tab	0-27242-41989-6
P6120HMPRH	Single with Hangtab	0-27242-41989-6
*P6120HMPR/2	2-Pack Hangtab	0-27242-22037-9
P6120HMPR/4	4-Pack Hangtab	0-27242-22145-1

*High Velocity SKU

VHS and Audio Media

Our pictures and sound are legendary. Today, Sony media continues to deliver the best of both audio and video.

VHS

From soap operas to football playoffs, your recordings look great on Sony VHS tape.

- Premium Grade cassettes deliver brilliant color and sound.
- High Grade cassettes provide ultimate color and sound.

MiniDisc

- Color Collection is perfect for organizing music, Premium Gold for reduced vibration and improved playback quality and Hi-MD® media provides high capacity, holding 1GB[1] of data or music.

[1] 1GB = 1 billion bytes

Audio Cassettes

- Sony keeps America's cassette recorders sounding their best.
- HF High Fidelity™ normal bias cassettes are great for music and general recording.

Microcassettes

Here's the perfect solution for dictation, lectures and journalist interviews.

- Anti-static guide roller for smooth, consistent sound.
- Stronger base material improves durability.

VHS and Audio Media

Model Number	Model Description	UPC
	VHS	
VHS T120		
T120VRH	Single with Hangtab	0-27242-43036-5
*4T120VR	4-Pack Brick	0-27242-22607-4
5T120VR	5-Pack Brick	0-27242-47880-0
6T120VR	6-Pack Brick	0-27242-20742-4
10T120VR	10-Pack Brick	0-27242-22089-8
12T120VR	12-Pack Brick	0-27242-22133-8
T120VRH/80K	Shipper Display of 80 Single T120s	0-27242-22663-0
4T120VR/80K	Shipper Display of 20 4-Packs T120s	0-27242-23307-2
VHS T160		
T160VRH	Single with Hangtab	0-27242-43035-8
3T160VR	3-Pack Brick	0-27242-21004-2
4T160VR	4-Pack Brick	0-27242-20783-7
8T160VR	8-Pack Brick	0-27242-22060-7
VHS T120 High Grade		
T120VHGRH	Single with Hangtab	0-27242-53793-4
	AUDIO CASSETTES	
Type I 60 min HF		
C60HFR	60 min Single	0-27242-43130-0
C60HFR/2	2-Pack 60 min with Hangtab	0-27242-20059-3
10C60HFR	10 Brick 60 min	0-27242-20530-7
Type I 90 min HF		
C90HFR	90 min Single	0-27242-43131-7
*C90HFR/2	2-Pack with Hangtab	0-27242-20062-3
*5C90HFR	5 Brick	0-27242-20222-1
10C90HFR	10 Brick	0-27242-45805-5
16C90HFR	16 Box	0-27242-22097-3
Type I 120 min HF		
C120HFR	120 min Single	0-27242-43132-4
C120HFR/2	2-Pack with Hangtab	0-27242-20206-1
	Microcassettes	
Microcassette 60 min		
MC60R/3	3-Pack Peggable	0-27242-40236-2
MC60R/4	4-Pack Peggable	0-27242-20171-2
MC60R/10	10-Pack Carton with Hangtab	0-27242-22114-7
Microcassette 90 min		
*MC90R/3	3-Pack Peggable	0-27242-21182-7
MC90R/4	4-Pack Peggable	0-27242-21204-6
MC90R/6	6-Pack Peggable	0-27242-21180-3
	MiniDisc	
MiniDisc Color		
5MDW80CL2	5-Pack Color in Soft Case (no sleeves)	0-27242-62721-5
8MDW80CL	8-Pack Color in Soft Case	0-27242-58884-4
10MDW80CL	10-Pack Color in Soft Case	0-27242-62724-6
MiniDisc Gold		
MDW80PL	Premium Gold MiniDisc	0-27242-55739-0
5MDW80PL	5-Pack Premium Gold MiniDisc	0-27242-22178-9
MiniDisc Hi-MD		
HMD1GL	Single Hi-MD Disc	0-27242-64569-1

*High Velocity SKU

Sony. Our media is your memory®.

Sony Electronics Inc.
Media & Application Solutions Division
One Sony Drive
Park Ridge, NJ 07656

www.mediabysony.com

NOTE: Products, packaging, features and specifications are subject to change.

All screen images are simulated.
© 2009 Sony Electronics Inc. Reproduction in whole or in part without written permission is prohibited. All rights reserved. Sony, AccuCORE, the AccuCORE logo, AVCHD, α, CycleEnergy, CycleEnergy logos, Handycam, the Handycam logo, Hi-MD, HF High Fidelity, like.no.other, Micro Vault, Micro Vault Tiny, Memory Stick, Memory Stick logo, Memory Stick Duo, Memory Stick PRO, Memory Stick PRO Duo, Memory Stick PRO-HG Duo, Memory Stick Micro (M2), Stamina Platinum, Our media is your memory, VAIO logo, and Walkman are trademarks of Sony. CompactFlash is a trademark of SanDisk Corporation. Blu-ray Disc and the Blu-ray Disc logo are trademarks. The ExpressCard word mark and logos are owned by the PCMCIA and any use of such marks by Sony is under license. Microsoft, Windows, Windows Vista and ReadyBoost are trademarks of Microsoft Corporation in the United States and/or other countries. PLAYSTATION, PSP, and the PSP logo are trademarks of Sony Computer Entertainment. The Liquid Identity logo is a trademark of Sony Ericsson Mobile Communications AB. © 2009 Sony Pictures Home Entertainment. All other trademarks are property of their respective owners.

CT613